



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax, VA 22030

## Contract # 838526

**Schedule Dates** 10/16/12-10/22/12  
**Advertiser** McCaskill for Senate 2012 (38474)  
**Agency/T-Code** Media Strategies & Research - VA (1523)/1553035  
**Product** Political - US Senate (1176)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Beale,Rachael  
**Phone/Fax** (573) 651-0964 /  
**CPE** 11280  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 06/25/12  
**Last Modified** 10/04/12  
**Entered By** Bridget Hurst  
**CO-OP** No  
**Headline #** 10/16-10/22/1  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$11,223.75  
**Net Total** \$63,601.25  
**Sales Tax**

## St. Louis (KMOV) (KMOV)

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| Oct. 2012           | 85        | \$74,825.00        |
| <b>Grand Total:</b> | <b>85</b> | <b>\$74,825.00</b> |

| Line  | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                 | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate     | Total      | Station                 | Comments  | Entered |
|-------|--------------------------------|-------------------|-----|--------|---------------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|-------------------------|---|---------|
| 1.0   | Normal Line / SPOT             | 10/16/12-10/19/12 | 4   | :30    | 48386- News @ 5am         |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$85.00  | \$340.00   | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 2.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 4   | :30    | 48386- News @ 5am         |     | 1  |    |    |    |    |    |    | 1     | \$85.00  | \$85.00    | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 3.0   | Normal Line / SPOT             | 10/16/12-10/19/12 | 2   | :30    | 20015- News @ 6am M-F     |     |    | 1  | 2  | 1  | 2  |    |    | 6     | \$270.00 | \$1,620.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 4.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 2   | :30    | 20015- News @ 6am M-F     |     | 1  |    |    |    |    |    |    | 1     | \$270.00 | \$270.00   | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 5.0   | Normal Line / SPOT             | 10/16/12-10/19/12 | 2   | :30    | 131968- CBS This Morning  |     |    | 2  | 1  | 2  | 1  |    |    | 6     | \$160.00 | \$960.00   | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 6.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 2   | :30    | 131968- CBS This Morning  |     | 2  |    |    |    |    |    |    | 2     | \$160.00 | \$320.00   | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 7.0   | Normal Line / SPOT             | 10/21/12-10/21/12 | 4   | :30    | 20132- CBS Sunday Morning |     |    |    |    |    |    |    | 1  |       | \$200.00 |            | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 7.0.1 | Closed Preempt                 | 10/21/12          |     |        |                           |     |    |    |    |    |    |    |    |       |          |            | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Exception - system; bump rate BOD 6/25/12 |         |
| 8.0   | Normal Line / SPOT             | 10/18/12-10/18/12 | 4   | :30    | 137124- Katie             |     |    |    |    | 1  |    |    |    | 1     | \$90.00  | \$90.00    | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 9.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 4   | :30    | 137124- Katie             |     | 1  |    |    |    |    |    |    | 1     | \$90.00  | \$90.00    | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 10.0  | Normal Line / SPOT             | 10/17/12-10/19/12 | 4   | :30    | 20022- Price is Right     |     |    |    | 1  |    | 1  |    |    | 2     | \$180.00 | \$360.00   | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 11.0  | Normal Line / SPOT             | 10/16/12-10/18/12 | 4   | :30    | 20023- News @ 12noon M-F  |     |    | 1  |    | 1  |    |    |    |       | \$225.00 |            | St. Louis (KMOV) (KMOV) |   | 6/25/12 |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
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| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
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**Comments**

**Date Entered** 06/25/12  
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**Entered By** Bridget Hurst  
**CO-OP** No  
**Headline #** 10/16-10/22/1  
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**Commission %** 15.00  
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**Sales Tax**

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| Oct. 2012           | 85        | \$74,825.00        |
| <b>Grand Total:</b> | <b>85</b> | <b>\$74,825.00</b> |

| Line   | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate     | Total      | Station                 | Comments   | Entered |
|--------|--------------------------------|-------------------|-----|--------|--------------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|-------------------------|--|---------|
| 11.0.1 | Closed Preempt                 | 10/16/12          |     |        |                          |     |    |    |    |    |    |    |    |       |          |            | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Spot -higher rate BOD 6/25/12            |         |
| 11.0.2 | Closed Preempt                 | 10/18/12          |     |        |                          |     |    |    |    |    |    |    |    |       |          |            | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Exception - system bump rate BOD 6/25/12 |         |
| 12.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 4   | :30    | 20023- News @ 12noon M-F | 1   |    | 1  |    |    |    |    |    |       | \$225.00 |            | St. Louis (KMOV) (KMOV) |  | 6/25/12 |
| 12.0.1 | Preempt                        | 10/22/12          |     |        |                          |     |    |    |    |    |    |    |    |       |          |            | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Spot -bump rate / Political placed       |         |
| 13.0   | Normal Line / SPOT             | 10/17/12-10/19/12 | 4   | :30    | 12:27P- 1P (CT)          |     |    |    | 1  |    | 1  |    |    | 1     | \$180.00 | \$180.00   | St. Louis (KMOV) (KMOV) |  | 6/25/12 |
| 13.0.1 | Closed Preempt                 | 10/17/12          |     |        |                          |     |    |    |    |    |    |    |    |       |          |            | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Exception - system; bump rate            |         |
| 14.0   | Normal Line / SPOT             | 10/16/12-10/19/12 | 4   | :30    | 28663- Dr. Phil          |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$270.00 | \$1,080.00 | St. Louis (KMOV) (KMOV) |  | 6/25/12 |
| 15.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 4   | :30    | 28663- Dr. Phil          | 1   | 1  |    |    |    |    |    |    | 1     | \$270.00 | \$270.00   | St. Louis (KMOV) (KMOV) |  | 6/25/12 |
|        |                                |                   |     |        |                          |     |    |    |    |    |    |    |    |       |          |            |                         |  |         |

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|--------|--------------------------------|-------------------|-----|--------|-------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|---|---------|
| 16.0   | Normal Line / SPOT             | 10/16/12-10/19/12 | 4   | :30    | 20029- Young and the Restless |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$720.00   | \$2,880.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 17.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 4   | :30    | 20029- Young and the Restless |     | 1  |    |    |    |    |    |    | 1     | \$720.00   | \$720.00   | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 18.0   | Normal Line / SPOT             | 10/16/12-10/19/12 | 2   | :30    | 20054- News @ 5pm M-F         |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$750.00   | \$3,000.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 19.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 2   | :30    | 20054- News @ 5pm M-F         |     | 1  |    |    |    |    |    |    | 1     | \$750.00   | \$750.00   | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 20.0   | Normal Line / SPOT             | 10/16/12-10/19/12 | 2   | :30    | 20055- News @ 6pm M-F         |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$750.00   | \$3,000.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 21.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 2   | :30    | 20055- News @ 6pm M-F         |     | 1  |    |    |    |    |    |    | 1     | \$750.00   | \$750.00   | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 22.0   | Normal Line / SPOT             | 10/20/12-10/20/12 | 4   | :30    | 20103- News @ 6pm Sa          |     |    |    |    |    |    | 1  |    |       | \$180.00   |            | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 22.0.1 | Preempt                        | 10/20/12          |     |        |                               |     |    |    |    |    |    |    |    |       |            |            | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Spot -bump rate |         |
| 23.0   | Normal Line / SPOT             | 10/16/12-10/19/12 | 2   | :30    | 20053- Entertainment Tonight  |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$850.00   | \$3,400.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 24.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 2   | :30    | 20053- Entertainment Tonight  |     | 1  |    |    |    |    |    |    | 1     | \$850.00   | \$850.00   | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 25.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 2   | :30    | 7:58P- 9P (CT)                |     | 1  |    |    |    |    |    |    |       | \$4,500.00 |            | St. Louis (KMOV) (KMOV) |   | 6/25/12 |

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**Order Type** Normal  
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| Line   | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                  | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station                 | Comments  | Entered |
|--------|--------------------------------|-------------------|-----|--------|----------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|---|---------|
| 25.0.1 | Closed Preempt                 | 10/22/12          |     |        |                            |     |    |    |    |    |    |    |    |       |            |            | St. Louis (KMOV) (KMOV) | I-No Avail/Spot -Due to Pres Debate                                 |         |
| 26.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 4   | :30    | 115379- Hawaii Five O      |     | 1  |    |    |    |    |    |    |       | \$1,800.00 |            | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 26.0.1 | Closed Preempt                 | 10/22/12          |     |        |                            |     |    |    |    |    |    |    |    |       |            |            | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Spot -need class1                         |         |
| 27.0   | Normal Line / SPOT             | 10/16/12-10/16/12 | 4   | :30    | 42783- NCIS                |     |    | 1  |    |    |    |    |    | 1     | \$3,750.00 | \$3,750.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 28.0   | Normal Line / SPOT             | 10/16/12-10/16/12 | 4   | :30    | 107454- NCIS : Los Angeles |     |    | 1  |    |    |    |    |    |       | \$1,800.00 |            | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 28.0.1 | Closed Preempt                 | 10/16/12          |     |        |                            |     |    |    |    |    |    |    |    |       |            |            | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Exception - system; bump rate BOD 6/25/12 |         |
| 29.0   | Normal Line / SPOT             | 10/16/12-10/16/12 | 2   | :30    | 135431- Vegas              |     |    | 1  |    |    |    |    |    |       | \$2,250.00 |            | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 29.0.1 | Closed Preempt                 | 10/16/12          |     |        |                            |     |    |    |    |    |    |    |    |       |            |            | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Exception - Pres Debate is Airing         |         |
| 30.0   | Normal Line / SPOT             | 10/17/12-10/17/12 | 4   | :30    | 85956- Survivor            |     |    |    | 1  |    |    |    |    | 1     | \$1,980.00 | \$1,980.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 31.0   | Normal Line / SPOT             | 10/17/12-10/17/12 | 4   | :30    | 66133- Criminal Minds      |     |    |    | 1  |    |    |    |    | 1     | \$1,980.00 | \$1,980.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |

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|--------|--------------------------------|-------------------|-----|--------|--------------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|---|---------|
| 32.0   | Normal Line / SPOT             | 10/17/12-10/17/12 | 4   | :30    | 20076- CSI Crime Scene Investigation |     |    |    | 1  |    |    |    |    | 1     | \$1,800.00 | \$1,800.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 33.0   | Normal Line / SPOT             | 10/18/12-10/18/12 | 4   | :30    | 6:57:25P- 8P (CT)                    |     |    |    |    | 1  |    |    |    | 1     | \$2,250.00 | \$2,250.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 34.0   | Normal Line / SPOT             | 10/18/12-10/18/12 | 4   | :30    | 124918- Person of Interest           |     |    |    |    | 1  |    |    |    |       | \$1,800.00 |            | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 34.0.1 | Preempt                        | 10/18/12          |     |        |                                      |     |    |    |    |    |    |    |    |       |            |            | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Spot -higher rate BOD 6/25/12 |         |
| 35.0   | Normal Line / SPOT             | 10/18/12-10/18/12 | 4   | :30    | 135458- Elementary                   |     |    |    |    | 1  |    |    |    | 1     | \$1,800.00 | \$1,800.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 36.0   | Normal Line / SPOT             | 10/19/12-10/19/12 | 4   | :30    | 54263- CSI: NY                       |     |    |    |    |    | 1  |    |    | 1     | \$1,350.00 | \$1,350.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 37.0   | Normal Line / SPOT             | 10/19/12-10/19/12 | 4   | :30    | 135459- Made in Jersey               |     |    |    |    |    | 1  |    |    | 1     | \$1,080.00 | \$1,080.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 38.0   | Normal Line / SPOT             | 10/19/12-10/19/12 | 1   | :30    | 115389- Blue Bloods                  |     |    |    |    |    | 1  |    |    | 1     | \$4,500.00 | \$4,500.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 39.0   | Normal Line / SPOT             | 10/20/12-10/20/12 | 4   | :30    | 135472- Crimetime Saturday           |     |    |    |    |    |    | 1  |    | 1     | \$495.00   | \$495.00   | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 40.0   | Normal Line / SPOT             | 10/20/12-10/20/12 | 4   | :30    | 43181- 48 Hours                      |     |    |    |    |    |    | 1  |    | 1     | \$720.00   | \$720.00   | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 41.0   | Normal Line / SPOT             | 10/21/12-10/21/12 | 1   | :30    | 20141- 60 Minutes                    |     |    |    |    |    |    |    | 1  |       | \$5,000.00 |            | St. Louis (KMOV) (KMOV) |   | 6/25/12 |

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**Schedule Dates** 10/16/12-10/22/12  
**Advertiser** McCaskill for Senate 2012 (38474)  
**Agency/T-Code** Media Strategies & Research - VA (1523)/1553035  
**Product** Political - US Senate (1176)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Beale,Rachael  
**Phone/Fax** (573) 651-0964 /  
**CPE** 11280  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 06/25/12  
**Last Modified** 10/04/12  
**Entered By** Bridget Hurst  
**CO-OP** No  
**Headline #** 10/16-10/22/1  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$11,223.75  
**Net Total** \$63,601.25  
**Sales Tax**

## St. Louis (KMOV) (KMOV)

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| Oct. 2012           | 85        | \$74,825.00        |
| <b>Grand Total:</b> | <b>85</b> | <b>\$74,825.00</b> |

| Line   | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times              | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station                 | Comments                                       | Entered |
|--------|--------------------------------|-------------------|-----|--------|------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|--|---------|
| 41.0.1 | Closed Preempt                 | 10/21/12          |     |        |                        |     |    |    |    |    |    |    |    |       |            |            | St. Louis (KMOV) (KMOV) | S/I-Program Change/Exception - 60 Minutes DB   |         |
| 42.0   | Normal Line / SPOT             | 10/21/12-10/21/12 | 4   | :30    | 57951- Amazing Race    |     |    |    |    |    |    |    | 1  |       | \$1,800.00 |            | St. Louis (KMOV) (KMOV) |  | 6/25/12 |
| 42.0.1 | Closed Preempt                 | 10/21/12          |     |        |                        |     |    |    |    |    |    |    |    |       |            |            | St. Louis (KMOV) (KMOV) | S/I-Program Change/Exception - Amazing Race DB |         |
| 43.0   | Normal Line / SPOT             | 10/21/12-10/21/12 | 4   | :30    | 107455- Good Wife      |     |    |    |    |    |    |    | 1  |       | \$1,620.00 |            | St. Louis (KMOV) (KMOV) |  | 6/25/12 |
| 43.0.1 | Closed Preempt                 | 10/21/12          |     |        |                        |     |    |    |    |    |    |    |    |       |            |            | St. Louis (KMOV) (KMOV) | S/I-Program Change/Exception - Good Wife DB    |         |
| 44.0   | Normal Line / SPOT             | 10/21/12-10/21/12 | 4   | :30    | 99583- Mentalist       |     |    |    |    |    |    |    | 1  |       | \$1,800.00 |            | St. Louis (KMOV) (KMOV) |  | 6/25/12 |
| 44.0.1 | Closed Preempt                 | 10/21/12          |     |        |                        |     |    |    |    |    |    |    |    |       |            |            | St. Louis (KMOV) (KMOV) | S/I-Program Change/Exception - Mentalist DB    |         |
| 45.0   | Normal Line / SPOT             | 10/16/12-10/19/12 | 2   | :30    | 20062- News @ 10pm M-F |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$1,500.00 | \$6,000.00 | St. Louis (KMOV) (KMOV) |  | 6/25/12 |
| 46.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 2   | :30    | 20062- News @ 10pm M-F |     | 1  |    |    |    |    |    |    | 1     | \$1,500.00 | \$1,500.00 | St. Louis (KMOV) (KMOV) |  | 6/25/12 |
| 47.0   | Normal Line / SPOT             | 10/20/12-10/20/12 | 2   | :30    | 20108- News @ 10pm Sat |     |    |    |    |    |    | 1  |    |       | \$400.00   |            | St. Louis (KMOV) (KMOV) |  | 6/25/12 |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|                             |       |                   |       |           |



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax, VA 22030

## Contract # 838526

**Schedule Dates** 10/16/12-10/22/12  
**Advertiser** McCaskill for Senate 2012 (38474)  
**Agency/T-Code** Media Strategies & Research - VA (1523)/1553035  
**Product** Political - US Senate (1176)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Beale,Rachael  
**Phone/Fax** (573) 651-0964 /  
**CPE** 11280  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 06/25/12  
**Last Modified** 10/04/12  
**Entered By** Bridget Hurst  
**CO-OP** No  
**Headline #** 10/16-10/22/1  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$11,223.75  
**Net Total** \$63,601.25  
**Sales Tax**

## St. Louis (KMOV) (KMOV)

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| Oct. 2012           | 85        | \$74,825.00        |
| <b>Grand Total:</b> | <b>85</b> | <b>\$74,825.00</b> |

| Line   | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                             | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate     | Total    | Station                 | Comments  | Entered |
|--------|--------------------------------|-------------------|-----|--------|---------------------------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|-------------------------|---|---------|
| 47.0.1 | Closed Preempt                 | 10/20/12          |     |        |                                       |     |    |    |    |    |    |    |    |       |          |          | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Exception - system; bump rate |         |
| 48.0   | Normal Line / SPOT             | 10/20/12-10/20/12 | 4   | :30    | 119145- News @ 10:30pm                |     |    |    |    |    |    | 1  |    | 1     | \$270.00 | \$270.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 49.0   | Normal Line / SPOT             | 10/21/12-10/21/12 | 4   | :30    | 20789- News @ 10pm Sun                |     |    |    |    |    |    |    | 1  |       | \$810.00 |          | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 49.0.1 | Closed Preempt                 | 10/21/12          |     |        |                                       |     |    |    |    |    |    |    |    |       |          |          | St. Louis (KMOV) (KMOV) | S/I-Program Change/Exception - News @ 10pm Sun DB       |         |
| 50.0   | Normal Line / SPOT             | 10/21/12-10/21/12 | 4   | :30    | 119144- News @ 10:30pm Sun            |     |    |    |    |    |    |    | 1  |       | \$585.00 |          | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 50.0.1 | Closed Preempt                 | 10/21/12          |     |        |                                       |     |    |    |    |    |    |    |    |       |          |          | St. Louis (KMOV) (KMOV) | S/I-Program Change/Exception - News @ 10:30pm Sun DB    |         |
| 51.0   | Normal Line / SPOT             | 10/16/12-10/18/12 | 4   | :30    | 20063- Late Show with David Letterman |     |    | 1  | 1  | 1  |    |    |    | 3     | \$200.00 | \$600.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 52.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 4   | :30    | 20063- Late Show with David Letterman |     | 1  |    |    |    |    |    |    | 1     | \$200.00 | \$200.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |
| 53.0   | Normal Line / SPOT             | 10/19/12-10/19/12 | 4   | :30    | 20027- Inside Edition                 |     |    |    |    |    | 1  |    |    | 1     | \$115.00 | \$115.00 | St. Louis (KMOV) (KMOV) |   | 6/25/12 |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax, VA 22030

## Contract # 838526

**Schedule Dates** 10/16/12-10/22/12  
**Advertiser** McCaskill for Senate 2012 (38474)  
**Agency/T-Code** Media Strategies & Research - VA (1523)/1553035  
**Product** Political - US Senate (1176)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Beale,Rachael  
**Phone/Fax** (573) 651-0964 /  
**CPE** 11280  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 06/25/12  
**Last Modified** 10/04/12  
**Entered By** Bridget Hurst  
**CO-OP** No  
**Headline #** 10/16-10/22/1  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$11,223.75  
**Net Total** \$63,601.25  
**Sales Tax**

## St. Louis (KMOV) (KMOV)

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| Oct. 2012           | 85        | \$74,825.00        |
| <b>Grand Total:</b> | <b>85</b> | <b>\$74,825.00</b> |

| Line   | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                   | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station                 | Comments   | Entered |
|--------|--------------------------------|-------------------|-----|--------|-----------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|--|---------|
| 54.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 4   | :30    | 20027- Inside Edition       |     | 1  |    |    |    |    |    |    | 1     | \$115.00   | \$115.00   | St. Louis (KMOV) (KMOV) |  | 6/25/12 |
| 55.0   | M/G For 47.0.1 / SPOT          | 10/20/12-10/20/12 | 2   | :30    | 20108- News @ 10pm Sat      | 1   |    |    |    |    |    | X  |    | 1     | \$750.00   | \$750.00   | St. Louis (KMOV) (KMOV) |  | 9/10/12 |
| 56.0   | M/G For 29.0.1 / SPOT          | 10/16/12-10/16/12 | 2   | :30    | 139779- Presidential Debate | 1   |    | X  |    |    |    |    |    |       | \$2,250.00 |            | St. Louis (KMOV) (KMOV) |  | 9/10/12 |
| 56.0.1 | Closed Preempt                 | 10/16/12          |     |        |                             |     |    |    |    |    |    |    |    |       |            |            | St. Louis (KMOV) (KMOV) | S/I-Program Change/Exception - format revision; lost 1:35 from program |         |
| 57.0   | M/G For 25.0.1 / SPOT          | 10/22/12-10/22/12 | 2   | :30    | 139779- Presidential Debate | 1   | X  |    |    |    |    |    |    | 1     | \$4,500.00 | \$4,500.00 | St. Louis (KMOV) (KMOV) |  | 9/10/12 |
| 58.0   | M/G For 41.0.1 / SPOT          | 10/21/12-10/21/12 | 1   | :30    | 140455- 60 Minutes          |     |    |    |    |    |    |    | 1  | 1     | \$5,000.00 | \$5,000.00 | St. Louis (KMOV) (KMOV) |  | 9/20/12 |
| 59.0   | M/G For 42.0.1 / SPOT          | 10/21/12-10/21/12 | 4   | :30    | 140719- Amazing Race        |     |    |    |    |    |    |    | 1  | 1     | \$1,800.00 | \$1,800.00 | St. Louis (KMOV) (KMOV) |  | 9/20/12 |
| 60.0   | M/G For 43.0.1 / SPOT          | 10/21/12-10/21/12 | 4   | :30    | 140453- Good Wife           |     |    |    |    |    |    |    | 1  | 1     | \$1,620.00 | \$1,620.00 | St. Louis (KMOV) (KMOV) |  | 9/20/12 |
| 61.0   | M/G For 44.0.1 / SPOT          | 10/21/12-10/21/12 | 4   | :30    | 121448- Mentalist DB        |     |    |    |    |    |    |    | 1  | 1     | \$1,800.00 | \$1,800.00 | St. Louis (KMOV) (KMOV) |  | 9/20/12 |
| 62.0   | M/G For 49.0.1 / SPOT          | 10/21/12-10/21/12 | 4   | :30    | 121148- News @ 10pm Sun     |     |    |    |    |    |    |    | 1  |       | \$810.00   |            | St. Louis (KMOV) (KMOV) |  | 9/20/12 |
| 62.0.1 | Preempt                        | 10/21/12          |     |        |                             |     |    |    |    |    |    |    |    |       |            |            | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Spot -bump rate                              |         |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:





KMOV  
One Memorial Drive  
St. Louis, MO 63102

Media Strategies & Research - VA  
11350 Random Hills Road  
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Fairfax, VA 22030

## Contract # 838526

**Schedule Dates** 10/16/12-10/22/12  
**Advertiser** McCaskill for Senate 2012 (38474)  
**Agency/T-Code** Media Strategies & Research - VA (1523)/1553035  
**Product** Political - US Senate (1176)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Beale,Rachael  
**Phone/Fax** (573) 651-0964 /  
**CPE** 11280  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 06/25/12  
**Last Modified** 10/04/12  
**Entered By** Bridget Hurst  
**CO-OP** No  
**Headline #** 10/16-10/22/1  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$11,223.75  
**Net Total** \$63,601.25  
**Sales Tax**

### St. Louis (KMOV) (KMOV)

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| Oct. 2012           | 85        | \$74,825.00        |
| <b>Grand Total:</b> | <b>85</b> | <b>\$74,825.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                   | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station                 | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-----------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|----------|---------|
| 63.0 | M/G For 50.0.1 / SPOT          | 10/21/12-10/21/12 | 4   | :30    | 121147- News @ 10:30pm Sun  | 1   |    |    |    |    |    |    | 1  | 1     | \$585.00   | \$585.00   | St. Louis (KMOV) (KMOV) |          | 9/20/12 |
| 64.0 | M/G For 11.0.1,11.0.2 / SPOT   | 10/16/12-10/18/12 | 2   | :30    | 20023- News @ 12noon M-F    | 2   |    | X  |    | X  |    |    |    | 2     | \$500.00   | \$1,000.00 | St. Louis (KMOV) (KMOV) |          | 9/27/12 |
| 65.0 | M/G For 7.0.1 / SPOT           | 10/21/12-10/21/12 | 1   | :30    | 20132- CBS Sunday Morning   | 1   |    |    |    |    |    |    | X  | 1     | \$750.00   | \$750.00   | St. Louis (KMOV) (KMOV) |          | 9/27/12 |
| 66.0 | M/G For 13.0.1 / SPOT          | 10/17/12-10/17/12 | 1   | :30    | 20024- Bold & The Beautiful | 1   |    |    | X  |    |    |    |    | 1     | \$500.00   | \$500.00   | St. Louis (KMOV) (KMOV) |          | 9/27/12 |
| 67.0 | M/G For 29.0.1 / SPOT          | 10/16/12-10/16/12 | 1   | :30    | 139779- Presidential Debate | 1   |    | X  |    |    |    |    |    | 1     | \$5,000.00 | \$5,000.00 | St. Louis (KMOV) (KMOV) |          | 10/4/12 |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|